

**Remarks:**

Claims 18-43, 45-46 and 48-55 are pending in the application. Claims 21-23, 31-43, 45, 46 and 48-53 have been withdrawing from consideration. Since claim 18 is a generic claim to spices claims 21-23, when claim 18 is found allowable, the merits of claims 21-23 should be examined.

Applicants have not amended any of the above-listed claims.

**Claim Rejections under 35 USC 112, second paragraph**

The Examiner states in the Office Action that the Examiner accepts Applicants interpretation of "a request requesting the service facility to render the promoted service" as reading on coupon date or incentive information. Applicants understand the Examiner's statement to mean that the Examiner accepts Applicants interpretation of "a request requesting the service facility to render the promoted service" as reading in connection with coupon date or incentive information.

**Claim Rejections under 35 USC 102**

Claims 18, 19, 20, 24, 26-29 and 54 are rejected under 35 USC 102(b) as being anticipated by Holman (US Patent No. 5,287,181). The Examiner found descriptions in Holman which are indicative of some of the claim limitations of claim 18. However, Applicants believe that the Examiner's findings contradict with reading of the claim limitations.

First, the Examiner determined that the home unit disclosed in Holman is a mobile terminal. As shown in the figures of Holman, the home unit is connected with a VICR, a TV and a printer with cables. Applicants do not believe that the home unit as disclosed in Holman satisfies the definition of "mobile." The term "mobile" should be construed in the light of the specification to mean that the terminal is designed to be freely moved around. Applicants do not believe that the home unit is so designed.

Also, claim 18 requires the mobile terminal to have two interfaces: an interactive device interface; and a mobile communication network interface. Applicants do not believe that the home unit of Holman has a mobile communication network interface to enable the home unit to communicate with a service facility that provides the service.

Furthermore, Holman is silent about an incentive information presenter configured to present the stored incentive information to the service facility in order to

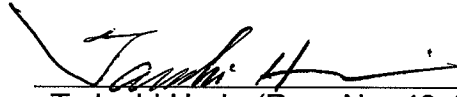
receive the promoted service from the service facility. In this regard, the Examiner determined that "incentive information presenter" can read on a card of Holman. A card does not present information but is just read. In Holman, a user brings the card and presents it to a retail store. On the other hand, claim 18 specifically calls for the mobile terminal to present incentive information.

For the reasons stated above, Holman cannot anticipate claim 18. Since Holman cannot anticipate claim 18, it cannot anticipate its dependent claims. In addition to Holman, the Examiner cited Freeman et al. (US Patent No. 6,450,407), which is silent about the limitations of claim 18.

Respectfully submitted,

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Date

A handwritten signature in black ink, appearing to read "Tadashi Horie", is written over a horizontal line.

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